


City of Bel Aire Benefits of City-Partnership with PBS KANSAS

(For Bel Aire's support of \$5,500.00 for one year) Total Known Value to Bel Aire: **\$105,760.00**

1. KPTS will produce and broadcast one (1) profile about the **City of Bel Aire** for Positively Kansas with Sierra Scott. Each segment will air, as part of **Positively Kansas**, six times per year on KPTS Channels 8.1 and 8.2 (includes repeats). **Value: \$9,400.00**
2. The city will be branded at least two times per day with Channel 8's Station IDs with use of **Bel Aire's** slogan and video of the city. **Value: \$11,900.00**
3. As a City-Partner, PBS Kansas will provide the City (upon request) with contractual video production services at a 50% discount for any video production service within the contractual year of this partnership.
4. For the dollar value of your partnership KPTS will produce (with your guidance) and broadcast a 30-second television promotional spot about the city, to be broadcast within the contractual year. The number of spots to be broadcast is dependent upon the amount of support. The total support will be divided by \$40.00 (discounted from \$130.00) for each 30-second spot. Any additional :30 spots purchased within the partnership year will be billed at \$40.00 per spot. For the total amount reflected above, the City of Bel Aire receives 138 - :30 spots. Actual value: **\$17,940.00**
5. Mayor Jim Benage of the City of Bel Aire will be invited to appear in a :30 TV spot that promotes the City of Bel Aire and PBS Kansas. **Value: \$65,520.00**
6. City will be listed as a City-Partner on the PBS Kansas website, linked back to City's website. **Value: \$500.**
7. City may provide timely announcements of community events for the PBS Kansas website. The city may also have a **City of Bell Aire Night** on KPTS during pledge. Value: Priceless
8. Channel 8 will provide free technical consultation to the **City of Bel Aire's** access Channel 7, upon request.
9. All videos produced about Bel Aire by Channel 8, may be provided, upon request, to **Bel Aire** for educational and/or promotional use on the City's access Channel 7, website, or social media platforms.
10. City will receive one post of your :30 promotional spot either on the KPTS Facebook, Twitter (X), LinkedIn, Instagram, or in the PBS Kansas e-newsletter within the partnership year. **Value: \$500.00**


VICTOR HOGSTROM
President & CEO, KPTS Date: 6/26/25

ACCEPTED

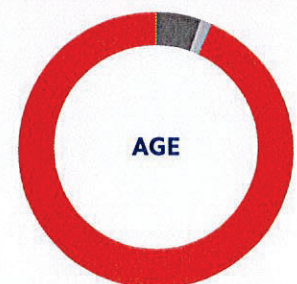
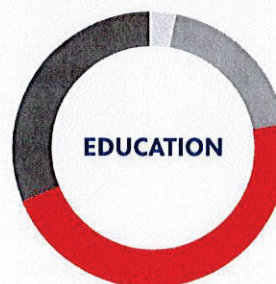
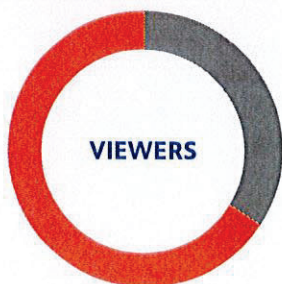
TED HENRY,
City Mgr., City of Bel Aire Date: _____

Fact Sheet

- PBS is **America's most trusted television brand**
- PBS Kansas is the **largest public television station in Kansas**
- PBS Kansas is **55 years old**
- Reaches a weekly viewership of **400,000+ households** throughout Kansas
- The only Kansas station with a **free-admission, STEAM-based learning and education center** for children
- The **Voice and Platform for Kansas** as the only station with national, international, and outstanding local programs and documentaries
- The only **locally owned and most watched** public television station in Kansas
- **Statewide broadcast coverage** through the airwaves (8.1, 8.2, 8.3, and 8.4), satellite, cable, and all standard streaming services
- Ranks **#1 as the safe and most trusted** place to watch television
- The **#1 educational media brand** for children with our 24/7 Kids Channel (8.4)
- Provides **lifelong learning opportunities** on all of our channels
- Has the **audience of decision makers** with the buying power
- Offers the **largest educational, arts, and cultural platform** in Kansas
- Offers the **best "How To" programs**

Benefits of Sponsoring

- You **reach decision makers**
- Your **message stands out**
- You **meet your marketing goals**
- You **associate with Seriously Good TV**
- You **become community focused**



Current List of PBS Kansas Partnerships

- Bel Aire
- Derby
- Halstead
- Haysville
- Kechi
- Lyons
- North Newton
- Pratt
- Sedgwick County
- Valley Center
- Wichita